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CLAIMS

1. A laundry treatment composition which comprises a
surfactant and from 0.0001 to 0.1 wt% of a combination
5 of dyes which together have a visual effect on the
human eye as a single dye having a peak absorption
wavelength on cotton of from 540 nm to 650 nm,
preferably from 570 nm to 630 nm, the combination
comprising a photostable dye which is substantive to
10 cotton.
2. A composition as claimed in claim 1, which is a laundry
detergent composition, preferably a particulate laundry
detergent composition.
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3. A composition as claimed in claim 1, which is a laundry
fabric conditioner.
4. A composition as claimed in any preceding claim,
20 wherein the surfactant is a non-soap surfactant.
5. A composition as claimed in claim 4, wherein the
surfactant is an anionic or cationic surfactant.
- 25 6. A composition as claimed in claim 5, wherein the
surfactant is C₈-C₁₅ linear alkyl benzene sulphonate.
7. A composition as claimed in any preceding claim, which
comprises from 5 to 60 wt% of surfactant.
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8. A composition as claimed in any preceding claim, which comprises fluorescer.
- 5 9. A composition as claimed in any preceding claim, wherein the photostable dye has a substantivity to cotton in a standard test of greater than 7%, preferably from 8 to 80%, more preferably from 10 to 60%, most preferably from 15 to 40%, wherein the standard test is with a photostable dye concentration
10 such that the solution has an optical density of approximately 1 (5 cm pathlength) at the maximum absorption of the dye in the visible wavelengths (400-700nm), a surfactant concentration of 0.3 g/L and under wash conditions of a liquor to cloth ratio of 45:1,
15 temperature of 20°C, soak times of 45 minutes, agitation time of 10 minutes.
10. A composition as claimed in any preceding claim, which comprises from 0.0005 to 0.05 wt% of dye, preferably
20 from 0.001 to 0.01 wt%, more preferably from 0.002 to 0.008 wt%.
11. A composition as claimed in any preceding claim, wherein the photostable dye is an azo, anthraquinone or
25 triarylmethane dye, preferably azo.
12. A composition as claimed in claim 11 wherein the photostable dye is selected from the group of acid and direct dyes, and preferably is an acid dye.
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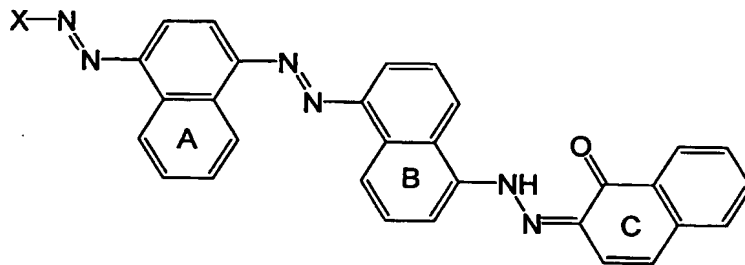
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13. A composition as claimed in claim 12, wherein the photostable dye is selected from acid black 1, acid violet 17, direct blue 71, direct violet 51, direct blue 1, acid red 88, acid red 150 or mixtures thereof.

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14. A composition as claimed in claim 12 wherein the photostable dye is selected from the group comprising tris-azo direct blue dyes of the formula:

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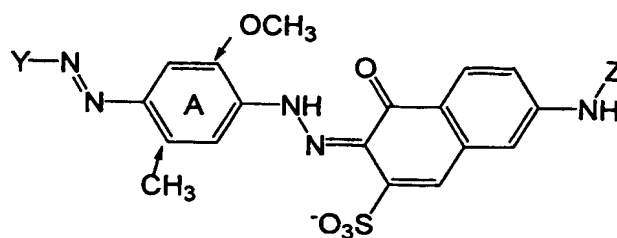


where at least two of the A, B and C naphthyl rings are substituted by a sulphonate group, the C ring may be substituted at the 5 position by an NH₂ or NHPH group, X is a benzyl or naphthyl ring substituted with upto 2 sulphonate groups and may be substituted at 2 position with a OH group and may also be substituted with an NH₂ or NHPH group,

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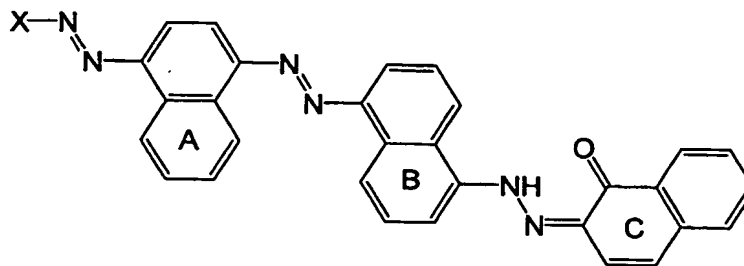
and bis-azo direct violet dyes of the formula:

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where Z is H or phenyl, the A ring is preferably substituted by a methyl and methoxy group at the positions indicated by arrows, the A ring may also be a naphthyl ring, the Y group is a benzyl or naphthyl ring, which is substituted by sulphate group and may be mono or disubstituted by methyl groups.

15. A laundry treatment composition which comprises a surfactant and from 0.0001 to 0.1 wt% of a photostable dye which is substantive to cotton, the dye having a peak absorption wavelength on cotton of from 540 nm to 650 nm, preferably from 570 nm to 630 nm, and wherein the photostable dye is selected from the group comprising tris-azo direct blue dyes of the formula:



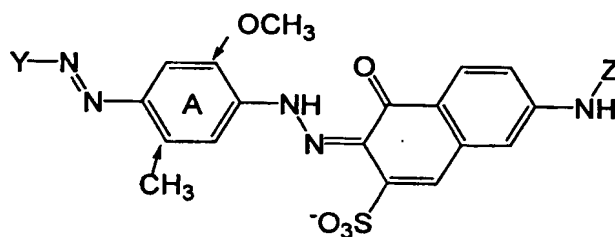
where at least two of the A, B and C naphthyl rings are substituted by a sulphonate group, the C ring may be substituted at the 5 position by an NH₂ or NHPH group,

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X is a benzyl or naphthyl ring substituted with upto 2 sulphonate groups and may be substituted at 2 position with a OH group and may also be substituted with an NH₂ or NHPPh group,

5

and bis-azo direct violet dyes of the formula:



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where Z is H or phenyl, the A ring is preferably substituted by a methyl and methoxy group at the positions indicated by arrows, the A ring may also be a naphthyl ring, the Y group is a benzyl or naphthyl ring, which is substituted by sulphate group and may be mono or disubstituted by methyl groups.

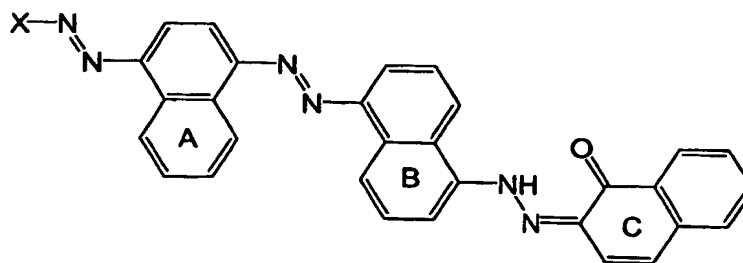
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AMENDED CLAIMS

[received by the International Bureau on 18 October 2004 (18.10.2004);
original claims 1-15 replaced by new claims 1-15 (5 pages)]

CLAIMS

1. A laundry treatment composition which comprises a
surfactant and from 0.0001 to 0.1 wt% of a combination
5 of dyes which together have a visual effect on the
human eye as a single dye having a peak absorption
wavelength on cotton of from 540 nm to 650 nm,
preferably from 570 nm to 630 nm, the combination
comprising a photostable dye which is substantive to
10 cotton, wherein the photostable dye is selected from
the group comprising tris-azo direct blue dyes of the
formula:

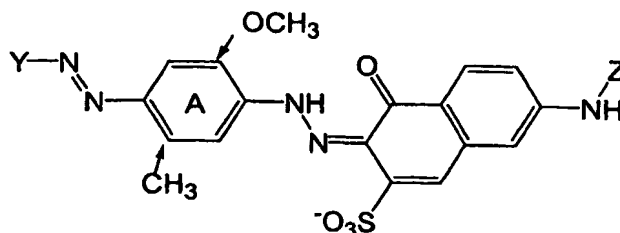


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where at least two of the A, B and C naphthyl rings are
substituted by a sulphonate group, the C ring may be
substituted at the 5 position by an NH₂ or NHPH group,
20 X is a benzyl or naphthyl ring substituted with upto 2
sulphonate groups and may be substituted at 2 position
with a OH group and may also be substituted with an NH₂
or NHPH group,

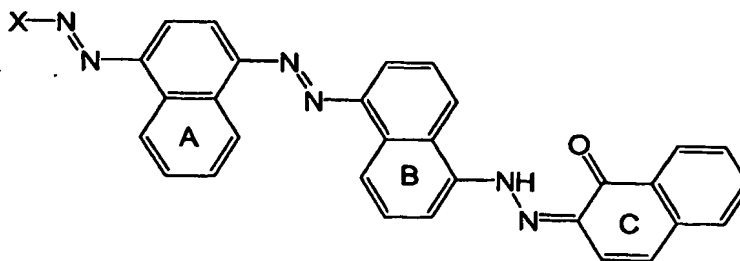
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and bis-azo direct violet dyes of the formula:



where Z is H or phenyl, the A ring is preferably substituted by a methyl and methoxy group at the positions indicated by arrows, the A ring may also be a naphthyl ring, the Y group is a benzyl or naphthyl ring, which is substituted by sulphate group and may be mono or disubstituted by methyl groups.

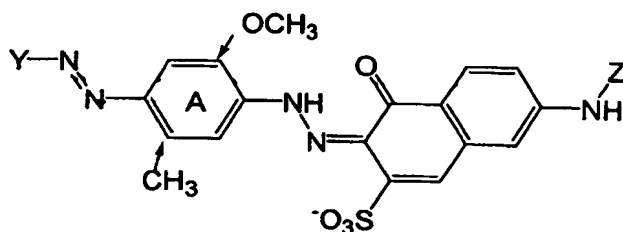
2. A laundry treatment composition which comprises a surfactant and from 0.0001 to 0.1 wt% of a photostable dye which is substantive to cotton, the dye having a peak absorption wavelength on cotton of from 540 nm to 650 nm, preferably from 570 nm to 630 nm, and wherein the photostable dye is selected from the group comprising tris-azo direct blue dyes of the formula:



where at least two of the A, B and C naphthyl rings are substituted by a sulphonate group, the C ring may be

substituted at the 5 position by an NH_2 or NHPH group,
 X is a benzyl or naphthyl ring substituted with upto 2
 sulphonate groups and may be substituted at 2 position
 with a OH group and may also be substituted with an NH_2
 or NHPH group,

and bis-azo direct violet dyes of the formula:



where Z is H or phenyl, the A ring is preferably substituted
 by a methyl and methoxy group at the positions
 indicated by arrows, the A ring may also be a naphthyl
 ring, the Y group is a benzyl or naphthyl ring, which
 is substituted by sulphate group and may be mono or
 disubstituted by methyl groups.

3. A laundry treatment composition which comprises a
 surfactant and from 0.0001 to 0.1 wt% of a combination
 of dyes which together have a visual effect on the
 human eye as a single dye having a peak absorption
 wavelength on cotton of from 540 nm to 650 nm,
 preferably from 570 nm to 630 nm, the combination
 comprising a photostable dye which is substantive to

cotton, wherein the combination comprises a red dye and a blue dye.

4. A composition as claimed in claim 3, which is a laundry detergent composition, preferably a particulate laundry detergent composition.
5. A composition as claimed in claim 3, which is a laundry fabric conditioner.
6. A composition as claimed in claim 4 or 5, wherein the surfactant is a non-soap surfactant.
7. A composition as claimed in claim 6, wherein the surfactant is an anionic or cationic surfactant.
8. A composition as claimed in claim 7, wherein the surfactant is C₈-C₁₅ linear alkyl benzene sulphonate.
9. A composition as claimed in any one of claims 3 to 8, which comprises from 5 to 60 wt% of surfactant.
10. A composition as claimed in any preceding claim, which comprises fluorescer.
11. A composition as claimed in any preceding claim, wherein the photostable dye has a substantivity to cotton in a standard test of greater than 7%, preferably from 8 to 80%, more preferably from 10 to 60%, most preferably from 15 to 40%, wherein the standard test is with a photostable dye concentration

such that the solution has an optical density of approximately 1 (5 cm pathlength) at the maximum absorption of the dye in the visible wavelengths (400-700nm), a surfactant concentration of 0.3 g/L and under wash conditions of a liquor to cloth ratio of 45:1, temperature of 20°C, soak times of 45 minutes, agitation time of 10 minutes.

12. A composition as claimed in any preceding claim, which comprises from 0.0005 to 0.05 wt% of dye, preferably from 0.001 to 0.01 wt%, more preferably from 0.002 to 0.008 wt%.

13. A composition as claimed in any one of claims 3 to 12, wherein the photostable dye is an azo, anthraquinone or triarylmethane dye, preferably azo.

14. A composition as claimed in claim 13 wherein the photostable dye is selected from the group of acid and direct dyes, and preferably is an acid dye.

15. A composition as claimed in claim 14, wherein the photostable dye is selected from acid black 1, acid violet 17, direct blue 71, direct violet 51, direct blue 1, acid red 88, acid red 150 or mixtures thereof.